



## SUCCESS STORY – PhotoBox



Launched in June 2000, PhotoBox was the first online company to provide high quality and economical photographic print processing services to both consumers and businesses in the UK and Ireland. PhotoBox now enables customers to store and share digital photographs for free via its website, where users are uploading tens-of-thousands of digital images per hour. Users can order copies of chosen digital shots and high quality photographs are delivered by post to the user's choice of address within 24 hours. PhotoBox is growing at an incredible rate – more than double year on year and has just commissioned a new high volume production facility to manage the fast growing demand.

### The Business Challenge

- To create a fast and reliable payment process that would support its twenty-four-hour delivery guarantee.
- To find a reliable partner with expertise in payment processing, who could support a growing and developing business without the need for internal expertise and additional capital expenditure.
- To implement a secure payments solution that customers could trust.
- To ensure customer satisfaction throughout the whole online shopping experience.

### The Solution

- PhotoBox selected CyberSource to provide real-time payment processing services.
- CyberSource' secure payment processing service links seamlessly in to the PhotoBox web environment, providing a secure pathway for customer credit card information.

### The Benefits

- CyberSource provides a complete solution for payment processing, so that PhotoBox can concentrate on customer service and growth.
- Payments are processed rapidly, ensuring PhotoBox honours its 24-hour delivery guarantee, and keeping customers satisfied.
- Customers never leave the PhotoBox site throughout their transaction. This maintains PhotoBox's control over the customer experience and builds trust with the shopper.
- Working with CyberSource means there is no need to upgrade the payments infrastructure as PhotoBox grows; CyberSource supports some of the world's largest online businesses and can always scale rapidly to meet demand.

### Feedback

PhotoBox has won multiple awards for its service from many of the consumer magazines looking at the photography market, including the most recent group test in What Digital Camera magazine and Revolution's Best Online Retailer. It remains the market leader in online photo processing services for the UK and Ireland.

Graham Hobson, CEO of PhotoBox comments, "With an online business such as PhotoBox, it is vital that we are able to make our customers' transactions as fast and efficient as possible. We have a 24-hour delivery guarantee so we can't afford for orders to get tied up in loops at the payment stage. CyberSource was chosen because it offered PhotoBox access to fast, reliable, and secure payment processing without us having the cost of developing, maintaining, and updating complex infrastructure."

Hobson notes that another benefit of working with CyberSource has been the scalability, which has allowed PhotoBox to develop and grow without disruption. He adds that CyberSource's own customer service is a bonus, "I know that if I have any questions they will be dealt with quickly and accurately and that the person on the other end of the phone actually knows how we work and how best to help us. CyberSource gives PhotoBox peace of mind, leaving us free to concentrate on other areas of the business."